



Central Hollywood
Coalition
Board of Directors

★★★

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Ametron

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Crescent Heights

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Kerry Morrison
Executive Director

January 22, 2016

TO: Miranda Paster
Administrative Services Division
Office of the City Clerk

FROM: Kerry Morrison, Executive Director 
Sunset & Vine Business Improvement District

SUBJECT: Fourth quarter report – October 1, 2015 to December 31, 2015

Pursuant to our agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- The budget for 2016 was approved at the board's November board meeting. The 2016 Planning Report was also approved at that meeting. The total budget is \$1,585,880 which includes an anticipated rollover of \$65,294 from 2015.
- In October, it was discovered that the non-profit tax exempt status had lapsed, per an action of the Franchise Tax Board. It appeared that the former Treasurer of the association had not paid a \$10 filing fee with the 2012 tax return. Because this individual was listed with the Secretary of State as "agent for the service of process" the staff never knew that this had not been paid. Staff worked with an accounting firm to re-apply to the Franchise Tax Board and that application was submitted on September 18, along with the fees and penalties associated therewith. The process can take 90 to 120 days.
- In October, the president of the board, Carol Massie, appointed three members to serve on the Nominating Committee: Bill Humphrey, Michael Pogorzelski, and Joyce Williams. The five board seats slated to expire in February 2016 are currently held by David Calabrese, Brian Folb, Michael Nourmand, Chase Gordon and Fred Rosenthal. All property owners received a mailing inviting applications for consideration by the Nominating Committee. The slate was decided in November and the following people were presented, for election in February:
 - David Calabrese
 - Brian Folb
 - Chase Gordon
 - Fred Rosenthal
 - Adam Tartakovsky

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- During this quarter, Board member Charles Eberly resigned from the Board. Property owner Drew Planting was elected in December to fill his term.

II. Security

- The board approved an additional allocation from the Security account during this period (\$565) to link the video surveillance cameras in the LAPD Detective office to the Watch Commander so he/she can view and manipulate the cameras. There is one camera that belongs to Sunset & Vine.
- A representative from the Mayor's office attended the November meeting of the Sunset & Vine BID to discuss what the city is doing to address the homeless crisis and to hear concerns from the stakeholders.
- Kerry Morrison represented the BID at a meeting with the LA Times Editorial board on October 20. The topic of discussion: the city's proposed sidewalk vending ordinance. The position asserted by the BIDs in LA is that each area should have the opportunity to opt into the ordinance if they want street vending. There should not be a one size fits all option for all of Los Angeles.
- Fourth quarter statistics are as follows:

Category	Q4	Year to Date
Arrests	24	210
Radio Calls	611	2586
Business Contacts	875	5304
Citizen Contacts	1658	9301
Homeless Referrals	318	1678

III. Marketing

- The board received the wrap up report for Sunset and Dine in October. The event was a sell-out. Income from sponsors and ticket sales exceeded \$20,000. Expenses amounted to approximately \$14,000. In December, the committee awarded \$6,000 to The Center, as the nonprofit recipient of the proceeds.
- The new logo for the Sunset & Vine BID was approved by the board during this quarter.

IV. Streetscape & Planning

- The board had previously approved moving forward with the utility box public art program. An artist was selected in October. Design and fabrication occurred during this quarter, and the project is expected to formally launch in the first quarter of 2016.
- The board, at their October 13 meeting, approved moving forward with a demonstration project public art installation slated for property at the SW corner of Selma and Ivar. The property owner is agreeable to allowing this pop-up, and the partnership will be with LA MAX, a nonprofit urban design firm. A budget of \$20,000 was recommended by the Streetscape Committee and the board approved moving forward. Over the course of the quarter, MOU agreements were hammered out between the parties: LA MAS, the CHC, the property owner, the tenant (Urban Outfitters). Though it was hoped this could be unveiled for the Music + Arts Festival, it will be slated for early 2016. In addition to beautification funds from the SVBID budget, the board authorized utilization of the \$5000 DWP grant as well.
- Upon the recommendation of the Streetscape committee, the board approved a landscaping project on Sunset Boulevard between Cahuenga Boulevard and El Centro Avenue, to address the damaged and potentially dangerous tree wells along the sidewalk. A \$5,000 budget was approved to remove the concrete and brick obstructions around the tree wells and replace the area with grass, flowers, and other plants.

V. Other

- Staff continued to respond to public records requests during this quarter from Mr. Adrian Riskin.

CENTRAL HOLLYWOOD COALITION **PROJECTED CASH FLOWS 2015**

As of 12/31/2015 YTD Actual (updated 1/1/2016)

	January	February*	March	April	May	June	July	August	September	October	November	December	Total
Receipts													
Balance Forward from 2014	114,637												114,637
Property Assessments			683,669			533,616	197,039		3,873	16,447		602	1,438,246
Grant Income							5,000						5,000
Receivables, Penalties & Prior Assessments							3,371			39		2,980	4,391
Estimated Interest Income Wells Fargo												14	239
Estimated Interest Income from City							265			1,368		1,046	2,771
Total Projected Receipts	114,637	7	683,763	23	21	533,616	206,037	34	5,272	16,813	19	4,661	1,543,209
Expenditures													
1. Neighborhood Issues													
a. Security	71,575	57,677	60,659	69,312	61,991	78,477	62,205	62,548	77,064	58,059	68,298	79,742	606,609
b. Defect Maintenance	30,834	30,834	30,834	30,834	30,834	30,834	30,834	30,834	30,834	30,834	30,834	30,834	370,008
c. Beautification (including \$50k reserve)	319	(179)	7,605	498	450	273	97	538	27,700	11,946	2,013	642	81,349
d. Marketing		1,004		1,948		374		365	1,145	15,800			20,645
2. Management Contract	13,083	13,083	13,083	13,083	13,083	13,083	13,083	12,891	13,083	13,083	13,083	12,689	168,390
3. Office Expense	15	15	35	25	15	15	15	15	105				265
4. Professional Services													
a. Consultants			813			813		2,500		1,213			5,338
b. Accounting	152		426	801	808	319	204	4,200	349	595	4,113	625	12,689
c. Legal												250	250
d. Insurance	5,350	5,100											10,450
5. City Fees			30,243										30,243
6. a. Contingency							80	2,270	922			10,000	13,290
b. Delinquency													
Total Projected Expenditures	121,328	108,877	143,897	118,600	106,839	122,185	106,827	118,191	151,205	131,029	118,341	134,783	1,478,098
Cash for the Current Month	(6,674)	(104,970)	540,066	(118,477)	(106,338)	419,825	99,511	(118,147)	(145,333)	(116,016)	(119,322)	(130,112)	(87,713)
Cumulative Cash for the Current Year	(6,674)	(113,644)	426,422	309,945	203,107	613,732	713,243	597,096	451,183	336,147	217,825	87,713	96,997
Unallocated Roll-Over Amt from 2014	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597
Total Net Cash	89,923	(17,046)	823,018	408,541	295,704	710,328	809,539	683,882	547,750	432,744	314,422	194,209	194,209

	Management Plan		2015 Budget		Actuals to Date	
	%	\$	%	\$	%	\$
Security	52.4%	651,362	49.2%	800,000	100.7%	805,608
Maintenance	23.5%	381,587	23.4%	380,000	97.4%	370,008
Beautification	4.1%	69,803	5.3%	85,743	59.9%	51,349
Marketing	2.6%	42,389	2.5%	40,000	51.6%	20,655
Administration, Legal, Accounting	12.2%	197,335	12.2%	198,000	93.4%	184,863
Taxes & City Fees	1.7%	27,016	1.6%	28,722	105.3%	30,243
Contingency	0.7%	11,305	1.0%	16,000	83%	13,290
Delinquencies	2.6%	45,972	4.7%	76,000	80.9%	1,478,098
Totals	100.00%	1,824,465	100%	1,824,465		

Note * temporary book negative balance due to delayed processing of first disbursement from the City